Radio future on the line in Buenos Aires
Giant jump in baseball rights

Broadcasting Mar 10

The newsweekly of broadcasting and allied arts

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The Week in Brief

Eller

Gabbert

KARL ELLER PLUNGES INTO FM FRAY ☐ In the biggest FM deal in history, Karl Eller, former member of office of the chief executive at Gannett Co., buys San Francisco radio station KIOI(FM) for $12 million from Jim Gabbert who started the station back in 1957. Richter-Kalil & Co. Inc. was the broker in the transaction. **PAGES 7 and 58.**

TOP OF THE WEEK

MAKE OR BREAK FOR 9 KHZ. ☐ Region 2 member nations gather this week in Buenos Aires to ponder the future of AM in the western hemisphere. Consideration of reduced channel spacing is the most far-reaching item on the agenda. **PAGE 25.**

EARLY WARNING ☐ House appropriations subcommitee member attacks Ferris and the FCC for the RKO decision. **PAGE 27.**

CBS-GOVERNMENT CLASHES ☐ White House tries to muscle *60 Minutes* out of broadcasting Iran segment; federal judge holds network in contempt for refusal to turn over outtakes from another segment from the same series. **PAGE 28.**

ON THE ATTACK ☐ Conservative groups take advantage of election law provision that allows them to spend unlimited amounts in campaigning against liberal candidates. Beneficiaries of this tactic are radio and television stations. **PAGE 29.**

SPECIAL REPORT

OUT OF THE BALL PARK ☐ BROADCASTING's annual special report finds that major-league baseball rights will cost broadcasters 47% more in the 1980 season. Most of the impetus for the rise comes from the new network contracts and hefty, multiyear pacts on the local level. **PAGE 33.**

LAW & REGULATION

LAST CHANCE ☐ The Supreme Court agrees to review the case that challenges the FCC's contention that it cannot consider station formats in weighing renewals and transfers. **PAGE 39.**

A MATTER OF CONCENTRATION ☐ A House subcommittee hears differing opinions on the amount of regulation that's needed for broadcasting and cable. **PAGE 40.**

BUSINESS

CHANGING TIMES IN ADVERTISING ☐ An ANA workshop gets a picture of the different and more difficult future that is resulting from the fragmentizing of television. **PAGE 46.**

MEDIA

PAY TV'S STIMULUS ☐ Wall Street's Tony Hoffman says that video service for a price will spark a greater demand for specialized programing, but it won't undercut free TV. **PAGE 56.**

PROGRAMING

CBS-TV MAKES RECOVERY ☐ In the week following the winter Olympics, the network grabs back the top spot in prime-time ratings. **PAGE 60.**

TECHNOLOGY

TURNER-RCA TRUCE ☐ The new cable news service is given temporary time on Satcom I in exchange for dropping its $34.5-million damage claim. Merits of the suit will be argued, however. **PAGE 64.**

ANOTHER FOR RCA ☐ Zenith is latest to announce adoption of SelectaVision format for videodisk players. **PAGE 64.**

JOURNALISM

'20/20' HINDSIGHT ☐ ABC News changes its mind, decides its case isn't strong enough to resist prosecutor who demanded outtakes for Jordan cocaine probe. **PAGE 67.**

INSURANCE WORRIES ☐ An NAB study documents the difficulties stations encounter in buying comprehensive coverage against defamation suits. **PAGE 68.**

PROFILE

QUEST FOR QUALITY ☐ Donald Kleffman says the "ex" at the end of Ampex stands for excellence. That observation epitomizes the uncompromising goal of the vice president-general manager, audio-visual systems, of one of the foremost equipment manufacturers. **PAGE 93.**

Business Briefly	8	Editorials	94	Monday Memo	22	Playback	63
Changing Hands	58	Fates & Fortunes	87	Monitor	61	Profile	93
Closed Circuit	7	For the Record	70	News Beat	69	Stock Index	92
Datebook	14	In Sync	66	Open Mike	18	Top of the Week	23

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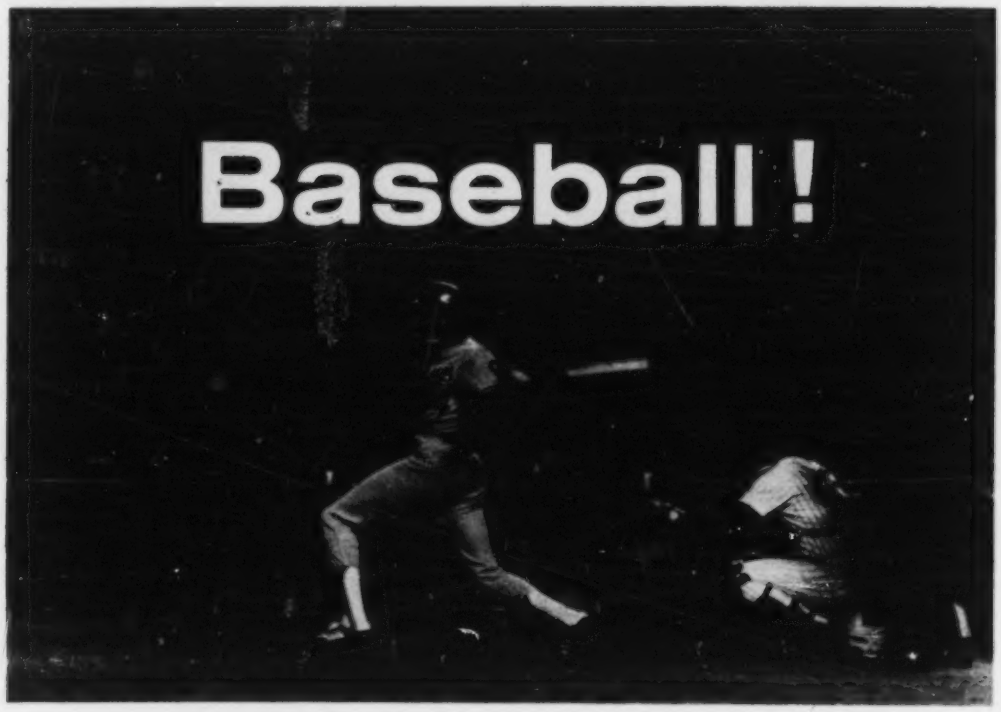
Index to advertisers ■ ABC Radio Network 23 ☐ American Chiropractic Association 65 ☐ Associated Press 15 ☐ BIAS 21 ☐ Blackburn & Co. 58 ☐ Broadcast Consultants 53 ☐ Broadcast Electronics/QRK 16 ☐ CBS Radio 35 ☐ Churchill Productions 18 ☐ Columbia School of Broadcasting 64, 87 ☐ Delta Airlines 10 ☐ Mike Douglas Network 17 ☐ Drake-Chenault 55 ☐ Eastman Kodak Inside Back Cover ☐ First Boston Corp. 62 ☐ Gannett 4, 18 ☐ Harris 73 ☐ Ted Hepburn 55 ☐ Infacom Broadcast Services Inc. 45 ☐ MCA-TV 6 ☐ Malrite 41 ☐ Jack Masla 8 ☐ Metromedia Producers Corp. 43 ☐ Money Machine 67 ☐ NBC Radio 90 ☐ NBC-TV Network 11 ☐ NBC-TV Owned Stations 19 ☐ National TV Log 39, 61, 69 ☐ Schick-Sunn Classic Productions Inc. 47-50 ☐ Sony Inside Front Cover/Page 3 ☐ St. Joe Lead 57 ☐ State Farm Insurance 63 ☐ Storer Broadcasting 12-13 ☐ William B. Tanner 20 ☐ Edwin Tornberg 70 ☐ UMC 66 ☐ Viacom Front Cover ☐ WGN-TV 32 ☐ WMAR-TV 34 ☐ WNBC 24 ☐ WNBR-TV 37 ☐ Ward Beck Back Cover ☐ Warner Bros. 9, 31 ☐ Youngs-Walker 68 ☐



Rights go out of the park

Payments by broadcasters to teams and leagues top $80 million for a 47% increase from 1979

The cost of living in the major league baseball parks will go up 47% in the 1980 season for radio and television.

Total rights payments of $80,225,000 will be paid the American and National Leagues and local clubs by broadcasters covering the play-by-play. That is $25,725,000 more than the $54,500,000 figure when the 1979 season opened.

As expected, the biggest chunk—$18 million—of the increase stems from new TV contracts with the networks, consummated after the season started last spring (BROADCASTING, April 30, 1979).

Accordingly, NBC-TV will be in the first year, and ABC-TV in the second, of new pacts under which they will pay an estimated $185 million for television rights through 1983. NBC-TV, which paid approximately $42.8 million over four years of the old contract, is paying an estimated $90 million under the new, while ABC-TV, which paid $50 million under the old, is paying approximately $95 million under a contract that superseded the old one last year.

Broadcast rights payments at the local level are going up at a pace only slightly less spectacular. They will increase 20% to $38,650,000 from $31,225,000 in 1979. That is by far the most sizable annual increase for baseball at the local level. It follows a spate of renewals and new contracts, many multiyear, at the end of last season.

Looking first at the network plans:

ABC-TV has revised its schedule of games to concentrate *Monday Night Baseball* on the five Mondays in June and then pick up with eight late-season games on Sunday afternoons starting Aug. 17. The Monday-night games will start at 8:30 p.m. NYT, a half-hour later than last year. Most of the Sunday-afternoon contests will start at 3 o'clock.

Under the alternating pattern followed in recent years, ABC-TV will have this year's All Star game (July 8) and the American and National league championship series (starting Oct. 7), while NBC-TV will have the World Series.

ABC reports the Monday-night and Sunday games sold out and the others substantially so. Thirty-second announcements are pegged at $42,000 in the Monday-night games, compared with $31,000 last year, while the new Sunday series is pegged at $17,500 per 30. For the All Star game the pricing is $110,000 per 30, up from $90,000 on NBC last year. For the league playoffs, 30's are priced at $75,000 for prime-time games, $42,000 for weekend games and $22,000 for weekday games.

Among major sponsors signed are Chevrolet (through Campbell-Ewald), Miller beer (Backer & Spielvogel), Gillette (BBDO), Pepsi (J. Walter Thompson), Allstate insurance (Leo Burnett) and Texaco (Benton & Bowles).

NBC's Saturday *Game of the Week* will encompass 26 telecasts, starting April 12. Thirty-second announcements are priced at $25,000, up from about $22,500 last year, and major sponsors include Miller beer (Backer & Spielvogel), Gillette (BBDO), Pepsi (JWT), Allstate (Leo Burnett), Black & Decker (BBDO), Borden (Conahay & Lyon), J.C. Penney Co. (McCaffrey & McCall), Firestone (Paul Schulman Co.) and Kentucky Fried Chicken (Young & Rubicam).

For the World Series, 30-second prices average about $125,000, up from $100,000 on ABC last year. Major advertisers on board include Miller beer (Backer & Spielvogel), Gillette (BBDO), Pepsi (JWT), Allstate (Leo Burnett) and RCA (Burnett).

If the World Series goes to seven games, NBC-TV hopes to have five of them in prime time, the others in weekend daytime. The first game will be Tuesday, Oct. 14, 8 p.m. NYT.

The memory of ABC-TV ratings suc-

cess in the World Series last fall is still fresh, particularly the numbers for the final game on a Wednesday night in October. ABC-TV said the climax to Pittsburgh's comeback—from a three-to-one game deficit against Baltimore—was witnessed by the largest Series audience ever with 80 million people watching all or part of the game. A record number of households also was claimed: 25,150,000 per average minute.

(The highest-rated game, however, remains the seventh in 1975, between Cincinnati and Boston, which earned a 39.6 rating and 60 share. Since then Nielsen has increased the number of viewers attached to a ratings point, accounting for ABC's new record numbers.)

CBS Radio has packaged its baseball commercials differently this year, but prices, on average, are up 15%-18% from last year. The package, priced at $230,000, includes a minimum of 50 30-second spots in *Pennant Race Fever*, a weeklong special with Curt Gowdy covering the division playoffs; the American and National League championships; *The Wonderful World of Baseball*, a pre-Series weekend special with Win Elliot, and the World Series. This is what CBS Radio calls its maximum/minimum package; if the World Series goes beyond four games, for example, the advertisers' participation continues in the extra games at no extra charge.

CBS Radio also is introducing this year *Baseball Preview*, a five-part special scheduled March 31-April 4 with Curt Gowdy covering the final week of spring training and offering predictions on the outcome of the 1980 race. CBS Radio will also cover the All Star game.

Although the network said it could not yet identify its baseball advertisers, James A. Joyella, vice president and general sales manager, said sales were going well. "Baseball has been a consistent sell-out on the CBS Radio network over the last several years with a wide range of advertisers being attracted by the cost efficiency of radio," Joyella said. "In fact, the 1980 events are selling well ahead of pace."

It's going, going, going . . .

How the radio-TV rights paid to the major leagues rose in the last decade, as ported annually in *Broadcasting*:

1971	$40,451,000
1972	41,185,000
1973	42,385,000
1974	43,245,000
1975	44,495,000
1976	50,820,000
1977	52,110,000
1978	52,510,000
1979	54,500,000
1980	80,225,000

CBS Radio officials said previously unreleased results of a special study conducted by Opinion Research Corp. showed that the 1979 World Series attracted a radio audience of 47 million adults aged 18 and over, or 31% of all adults, and that they reported listening to an average of 3.3 games of the seven-game series.

At the local level in the National League:

■ Pittsburgh—The champion Pirates not only took all the marbles on the field last year but also negotiated a new three-year contract with KDKA-AM-TV there. The arrangement, which includes extensive promotion and merchandising and joint community projects, was described by Jack Schrom, Pirates vice president of public relations and marketing, as "one of the best broadcast packages and working arrangements in baseball." It is understood that the new rights amount to $1.7 million per year, up from $1.2 million.

A KDKA spokesperson pointed out that Pirates' selling in midwinter is usually slowed by the attention-getting heroics of the professional football Steelers there, but that 1980 sales have vastly improved. KDKA-TV underscored that and said Pirates baseball is almost sold out.

■ St. Louis—The call letters and the

Text continues on page 38; for team-by-team breakouts of the local radio and television baseball story, see page 36.

AMERICAN LEAGUE EAST

Team	1980 rights	1979 rights	TV originator and affiliates	Radio originator and affiliates	Rights holder
Baltimore Orioles	$950,000	$950,000	WMAR-TV 6-8	WFBR 56	WMAR-TV holds TV rights; WFBR holds radio rights.
Boston Red Sox	2,600,000	2,450,000	WSBK-TV TBA	WITS 80	WSBK-TV holds TV rights; WITS holds radio rights.
Cleveland Indians	1,100,000	900,000	WUAB	WWWE 27	WUAB holds TV rights; WWWE holds radio rights.
Detroit Tigers	1,400,000	1,300,000	WDIV 4	WJR 50	WDIV holds TV rights; WJR holds radio rights.
Milwaukee Brewers	600,000	600,000	WTMJ-TV 4	WTMJ 60	WTMJ Inc., holds TV and radio rights.
New York Yankees	3,000,000	1,300,000	WPIX 8-10	WINS 86	WPIX holds TV rights in combination with Yankees; Yankees retain radio rights.
Toronto Blue Jays	3,000,000	1,200,000	CBC-TV English 44 French 16	CKFH 22	CBC-TV holds TV rights with English and French networks negotiating separately on TV; Hewpex Sports Network holds radio rights.

AMERICAN LEAGUE WEST

California Angels	$1,000,000	$1,000,000	KTLA	KMPC 19	Golden West Broadcasters (KTLA and KMPC), which is under common ownership with the California Angels, holds broadcast rights.
Chicago White Sox	1,950,000	1,750,000	WSNS	WBBM	WSNS hold TV rights; WBBM holds radio rights.
Kansas City Royals	500,000	350,000	WDAF-TV 9	WIBW Topeka 115	WDAF-TV holds TV rights; WIBW holds radio rights.
Minnesota Twins	1,250,000	1,125,000	KMSP-TV 3	WCCO 20	Midwest Federal Savings & Loan Association holds TV and radio rights.
Oakland A's	1,000,000	1,000,000	KPIX 2	Being negotiated	KPIX holds TV rights.
Seattle Mariners	800,000	800,000	KING-TV 4	KVI 9	Seattle Mariners retain TV and radio rights; KVI sells for radio.
Texas Rangers	700,000	700,000	KXAS-TV 19	WBAP 15	City of Arlington, Tex., holds TV and radio rights under 10-year contract, with sales handled by Texas Rangers Baseball Network.

NATIONAL LEAGUE EAST

Chicago Cubs	$1,800,000	$1,500,000	WGN-TV 11	WGN TBA	WGN-TV holds TV rights; WGN holds radio rights.
Montreal Expos	1,400,000	1,200,000	CBC-TV English 20 French 45	CFCF 13 CKAC 24	CBC-TV holds TV rights; CFCF holds English language radio rights; CKAC holds French language radio rights.
New York Mets	1,500,000	1,500,000	WOR-TV	WMCA 10	WOR-TV holds TV rights; WMCA holds radio rights.
Philadelphia Phillies	3,500,000	2,950,000	WPHL-TV 3	KYW 33	WPHL-TV holds TV rights; Philadelphia Phillies retain radio rights.
Pittsburgh Pirates	1,750,000	1,200,000	KDKA-TV 3	KDKA 50	Group W/Westinghouse (KDKA-AM-TV) is broadcast rights holder.
St. Louis Cardinals	1,500,000	1,000,000	KSDK 15	KMOX 95	KSDK holds TV rights; KMOX holds radio rights.

NATIONAL LEAGUE WEST

Atlanta Braves	$1,500,000	$1,000,000	WTBS	WSB 60	WTBS is TV rights holder under arrangement with commonly owned Atlanta Braves. Braves retain radio rights and selling.
Cincinnati Reds	1,200,000	1,000,000	WLWT 12	WLW 110	WLWT holds TV rights; Cincinnati Reds retains radio rights.
Houston Astros	1,000,000	1,000,000	KRIV 15	KPRC 35	Houston Astros retain TV and radio rights.
Los Angeles Dodgers	1,800,000	1,800,000	KTTV	KABC 22 KTNQ in Spanish	Los Angeles Dodgers retain TV and radio rights, selling through Dodgers Radio and TV network.
San Diego Padres	1,000,000	800,000	KFMB-TV	KFMB	KFMB-TV holds TV rights; KFMB holds radio rights.
San Francisco Giants	850,000	850,000	KTVU 3	KNBR 9	KTVU holds TV rights; KNBR holds radio rights.
AL total	**$19,850,000**	**$15,425,000**			
NL total	**$18,800,000**	**$15,800,000**			
Major total	**$38,650,000**	**$31,225,000**			

Not included in the table is ABC's payment for nationally televised games that will amount to $19 million this year and NBC's payment for nationally televised games that will amount to $22.5 million this year. ABC is under five-year contract that began last season and NBC is in the first year of a four-year contract. In addition, CBS Radio is continuing under contract that began in 1976 and which is estimated to exceed $75,000 annually.

names there are the same, but the broadcast arrangement is a new ball game. Anheuser-Busch, which normally retains broadcast rights to the commonly owned Cardinals, has given way to KMOX(AM) there, radio originator for more than 30 years, and KSDK(TV) there, which has handled Cardinals road games since 1962. Both stations were successful bidders for five-year contracts that reportedly will involve a total of $1.5 million in annual rights payments each year.

■ New York—WOR-TV reported that sales for Mets baseball are 30% higher than last year.

■ Atlanta—The Braves do their own radio selling and Wayne Long, director of advertising, said a few final sales were being completed before training camp time. At WTBS(TV), which holds the TV rights, the superstation's Ned Jay reported a smooth flow of sales and said that WTBS, co-owned with the Braves by Ted Turner, would originate 100 Braves telecasts for the second year, feeding the games via satellite to 2,300 cable systems and 7,683,000 homes.

■ Cincinnati—WLWT(TV) will start a new five-year rights contract with the Reds at an estimated $1.2 million per year. WLWT reported it was 75% sold out by mid-February. The Reds, who retain their radio rights and historically have no sales problems, were no different this year. Jim Winters, director of broadcasting for the club, reported all commercial openings were gone by Jan. 18. "This is the sixth consecutive year that we have sold all in-game as well as pregame and postgame commercial availabilities," he said. The biggest customer is Anheuser-Busch, which signed a contract through 1982.

■ Los Angeles—The Dodgers have always handled their own broadcasting and the club reported its had sold out before the end of last season.

Looking around American League cities:

■ Baltimore—WMAR-TV said that Orioles sales were "very strong" and the majority had been completed by Feb. 19. Charles H. Horich, vice president and director of broadcasting for the station, said the network is being expanded to reach such far-away points as WPLG-TV Miami and that the number of TV games will be increased to 57.

■ Boston—WSBK-TV will start a new five-year rights contract and will telecast 105 games of the Red Sox. The TV outlet said it was 50% sold by the end of February. On the radio side, WITS(AM) reported it is 90% sold out.

■ Cleveland—WUAB(TV) Lorain-Cleveland, the new TV rights holder, will telecast 70 games (30 more than were carried by WJWK-TV there last season). WUAB said sales are very strong and that Anheuser-Busch alone had bought six minutes in each game. On the Indians' radio side, WWWE reported sales are excellent and that only four commercial minutes were available as of last week.

■ Detroit—WDIV(TV) said the Tigers baseball business is running ahead of last year and WJR(AM) was 75% sold out .

■ Milwaukee—WTMJ(AM) Manager Bill Haig said Brewers baseball selling had been wrapped up by mid-January.

■ Kansas City—WDAF-TV there takes over the TV rights there under a five-year contract. The station expressed satisfaction with its sales progress, pointing out that, as a new originator, a fair amount of spadework is entailed in taking over old and setting up new accounts. The Royals handle their own radio, with WIBW(AM) Topeka, Kan., as the key station for a network of 115 stations. Bob Fromme, general manager of the Royals Radio Network, noted there were no 50 kw outlets among the affiliates, a factor that contributes to higher line costs and other expenses. This, he said, is one reason that the Royals radio broadcast rights are valued so modestly. The estimated $500,000 for Royals' radio-TV is the lowest in the majors. However, he added, the happy bottom line is that Royals radio was sold out by last Christmas.

■ Minnesota—In the land of sky blue waters, Midwest Federal Savings & Loan Association will continue as radio and TV rights holder under a new five-year contract. MFS&L would not comment on the price, but in the final years of its last seven-and-one-half year contract, MFS&L had increased the ante $25,000 each season. And there is no reason to believe that the worth of the Twins' rights has not appreciated.

■ Texas—Baseball's longest rights contract was made prior to the 1972 season when former Rangers owner Bob Short sold radio and television for 10 years for an estimated $7 million to the city of Arlington, Tex. In turn, Arlington set up the Texas Rangers Baseball network under Roy Parks, now its executive director. Each season the Rangers broadcast picture has improved. Parks last week reported the best year yet in sales with the gross running over the $2.5 million mark.

But amid the euphoric sounds of broadcasters and baseball, there is a threatening rumble on the horizon: a players strike. The executive board of the Major League Players Association last week balked at certain provisions in a new agreement it is negotiating with the club owners and called for a strike on or before April 1. The season is scheduled to open April 9.

The innocent victim could be the broadcaster, to whom the play is the thing.

Local growth charted by the TVB

Top 20 advertisers upped spending on TV by 17% in '79

Advertisers in local television's top 20 categories boosted their local spending by 17% and reached $1,727,491,400 in 1979, the Television Bureau of Advertising reported on the basis of estimates compiled by Broadcast Advertisers Reports.

The compilation showed that all but one of the heaviest-spending local categories increased their TV spending by amounts ranging from 9% to 82%. The exception was department stores, which TVB said was adversely affected by a change in BAR methodology.

TVB said co-op advertising carrying the tag of a single store, rather than multiple stores, was assigned this year to the manufacturer rather than the store and accordingly was treated as national or regional spot rather than local advertising. As a result, the department store category showed an apparent decline of 6% and slipped in rank from second in 1978 to fifth in 1979.

Restaurants and drive-ins remained the heaviest-spending category, with a 19% increase boosting its total to $310.5 million. Banks and savings and loans moved into second place with a 12% increase to $166.3 million. Food stores and supermarkets ranked third with $159 million, up 13%, and auto dealers (not counting dealer associations' expenditures) were fourth with $145.3 million, up 9%. The full list follows:

	1978	1979	Percent Change
1. Restaurants & drive-ins	$261,066,700	$310,498,100	+19
2. Banks, savings & loans	148,650,800	166,304,500	+12
3. Food stores & supermarkets	140,336,300	159,002,200	+13
4. Auto dealers*	133,310,200	145,345,700	+ 9
5. Department stores**	149,651,500	140,364,200	- 6
6. Furniture stores	95,035,200	122,465,400	+29
7. Movies	85,873,900	111,287,400	+30
8. Discount department stores	74,071,800	81,410,700	+10
9. Amusements & entertainment	55,376,300	68,260,300	+23
10. Radio stations	42,087,600	64,423,900	+53
11. Builders & real estate agents	48,849,600	54,578,000	+12
12. Clothing stores	38,103,000	47,314,200	+24
13. Appliance stores	40,544,300	45,140,400	+11
14. Leisure time activities & services	36,325,400	42,641,100	+17
15. Home improvement contractors	26,524,800	34,279,600	+29
16. Auto repair & service stations	25,886,000	30,475,500	+18
17. Carpet & floor covering stores	21,805,700	28,726,800	+32
18. Drug stores	24,311,500	27,050,100	+11
19. Sport, hobby & toy stores	18,379,000	25,212,000	+37
20. Shoe stores	12,478,000	22,711,300	+82
Total top 20	$1,478,678,000	$1,727,491,400	+17

* Dealer associations not included.

** A change by BAR in assigning product commercials with single store tags has resulted in dollars shifting from local TV to spot TV in 1979. The Department Store category was most affected by the change.

FCC tabulations as of Jan. 31, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,527	3	28	4,558	93	4,651
Commercial FM	3,110	2	43	3,155	181	3,336
Educational FM	1,010	0	25	1,035	92	1,127
Total Radio	8,647	5	96	8,748	366	9,114
Commercial TV						
VHF	514	1	2	517	9	526
UHF	222	0	7	229	62	291
Educational TV						
VHF	99	1	5	105	5	110
UHF	155	2	5	162	5	167
Total TV	990	4	19	1,013	81	1,094
FM Translators	291	0	0	291	152	443
TV Translators						
UHF	1,247	0	0	1,247	359	1,606
VHF	2,494	0	0	2,494	173	2,667

*Special temporary authorization

**Includes off-air licenses